

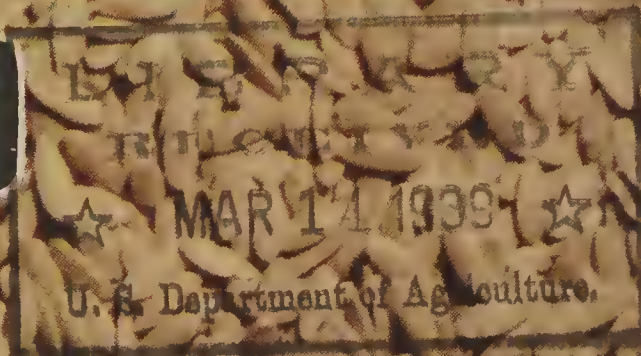
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# CANTALOUPE SEED FOR 1939



**THE ROCKY FORD CANTALOUPE  
SEED BREEDERS ASSOCIATION  
ROCKY FORD, COLORADO**





# Foreword . . .

*“Thou shalt not sow thy field with mingled seed”—These words were written by Moses, over 3,400 years ago.*

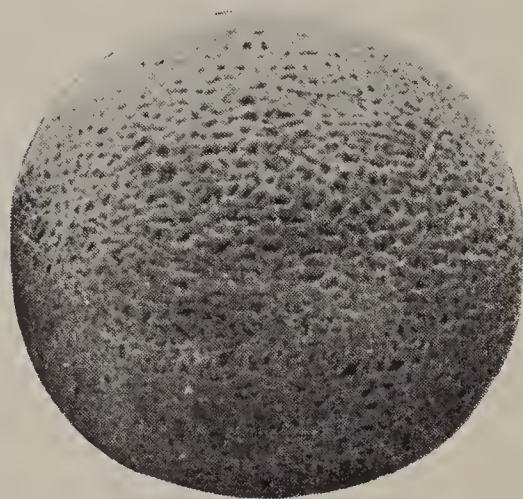
*Then, Paul, 1,548 years later completed the warning by saying, “For whatsoever a man soweth that shall he also reap.”*

*Yet today thousands of farmers are carelessly planting their fields with “mingled seed.”*

*There is neither satisfaction nor profit in growing a crop from “mingled seed.”*

*By exercising care and good judgment in selecting the source of his seed, the farmer can secure good seed, which is the fundamental step toward a good crop.*

*ANNUAL CATALOG  
and PRICE LIST  
for 1939*



*The Rocky Ford Cantaloupe  
Seed Breeders Association  
ROCKY FORD, COLORADO*

# Highlights from 1909 to 1939

Thirty years ago, on March 2, 1909, The Rocky Ford Cantaloupe Seed Breeders Association was incorporated.

The 1910 catalog said, "The need of this organization was suggested by the many letters of inquiry for a reliable source of cantaloupe seed. The plan is to develop and produce pedigreed cantaloupe seed and to sell only such."

The 1912 catalog offered our first great production, Salmon-Tinted Pollock No. 25, which was the first melon with a uniformly salmon colored flesh.

In 1916 we realized the possibilities for improvement in cantaloupes, for that year's catalog carried this statement, "We do not wish or intend to convey the impression that our seed is all perfection."

In the war years 1918-19 our catalog began in this manner, "Ammunition Dump.—The most important ammunition in a campaign for better cantaloupes is to have the best seed possible."

Our "Ten Twenty-Five" first appeared in the 1919-20 catalog. This melon became the most widely used variety ever introduced.

Do you remember the slogan "The full harvest never comes haphazardly" that was first used in the 1919-20 catalog? Pause now, in 1939, to consider how true this statement still is.

The 1921 catalog repeated Leviticus 19:19, "Thou shalt not sow thy field with mingled seed," and Paul, "For whatsoever a man soweth that shall he reap." This was true over 3400 years ago, it was true in 1921 and it is still true in 1939. "For whatsoever a man soweth that shall he reap."

In 1924 the Hale's Best cantaloupe was first introduced, but the name did not appear in our catalog until 1925.

The 1926 catalog reminded the growers that "If the growers today were compelled to revert back to planting the old varieties of cantaloupe seed in use a decade ago, it is doubtful if the cantaloupe industry could survive a single season." Today, in 1939, we can repeat this statement and it applies equally as forcibly to the varieties in use in 1926. Study this 1939 catalog to learn what varieties are the most advanced today.

In 1931 we introduced the first improved Hale's Best—the No. 112.

In 1932 came the No. 36 Hale's Best, which soon became the standard "H. B."

In 1933 we made an important departure in cantaloupe development and introduced the entirely new and different variety—the first of the white skinned strain—the Weaver Special.

The Silver Anniversary Number in 1934 recalled the cantaloupe seed breeding work that had "established the Rocky Ford Cantaloupe Seed Breeders Association as one of the leaders in plant breeding and development of new commercial varieties of cantaloupes."

The now famous "Glodo de Oro" was introduced in 1935.

Our experience enabled us to immediately recognize the invaluable work of Dr. I. C. Jagger and we listed his Mildew Resistant No. 45 in our 1937 catalog and urged growers everywhere to try it.

In 1939 after thirty years of intensive and systematic seed breeding The Rocky Ford Seed Breeders Association is more than ever firmly established as the leading cantaloupe seed producers of the United States.



# Introduction

We are presenting to you in this 30th annual catalog a fine selection of cantaloupes. As specialists in the production of cantaloupe seed, we feel that we can justly speak with some authority upon the subject. We suggest that you read this catalog carefully for we have tried to make it interesting and authoritative.

## THE SEED BUSINESS

Seed growing is a highly specialized business. More and more seedsmen have found it advisable to specialize in their seed production and the result has been rapid improvement in most kinds of vegetables. As seedsmen begin to concentrate their knowledge and attention on one particular kind of vegetable it is an obviously easier and quicker method of improvement than for them to diffuse their knowledge and attention over several kinds of vegetables. We have become specialists in cantaloupe seed and we believe that the fact that we have become specialists is the principal factor in enabling us to develop and introduce many leading commercial cantaloupes. It is always a safe rule to buy from specialists. They can give you the newest and best in their particular fields.

The integrity of seed houses is dependent upon the character of the men in charge of the business. It has been the invariable practice of this Association never to sell seed that we have not grown and harvested ourselves. This practice enables us to assure you of the purity and quality of our seed. We never introduce a new variety or strain until we have thoroughly tested it and know that it is entirely up to the high standards we set for it. The success of our introductions testifies to the value of the practice. Our personal supervision of all the work of handling our seeds eliminates chance from your purchase of seed. The character and reputation of our firm is well known and is your assurance that you will receive the best cantaloupe seed that it is possible to produce.

## THE SEED YOU PLANT

"The success of your crop depends upon the seed you plant." "Good seed is cheaper than poor seed." You have doubtless seen and heard these axioms many times. Possibly you pass them off as selling talk. Let us tell you a few things about the seed you plant.

The same laws that govern the breeding of animals apply in the improvement



All the cantaloupe seed sold by our Association is hand cut, grown and harvested by ourselves. This insures careful selection.



of plants. It is conceded that pure bred animals are more profitable than scrubs, and the same principle is true of cantaloupes.

If you buy poor seed the crop you harvest will be no better than the progeny you would get from a scrub sire among animals. If you buy good seed that has good breeding behind it, you will get good results, just as you would in breeding good animals. Other things being equal, it is safest to buy seed from one who makes a business of seeds. It is to be expected that he knows his business and has the time and experience to carry on the careful breeding work that is required for good seed. All our seed is hand selected and hand cut. Our practices assure you that the seed you buy from us has good breeding behind it.

The seed you buy can generally be judged by the price you pay for it. If cantaloupe seed is offered to you at a cheap price then you may expect that probably the seed is not up to the highest standards. Good seed is expensive to produce and cannot be sold cheaply.

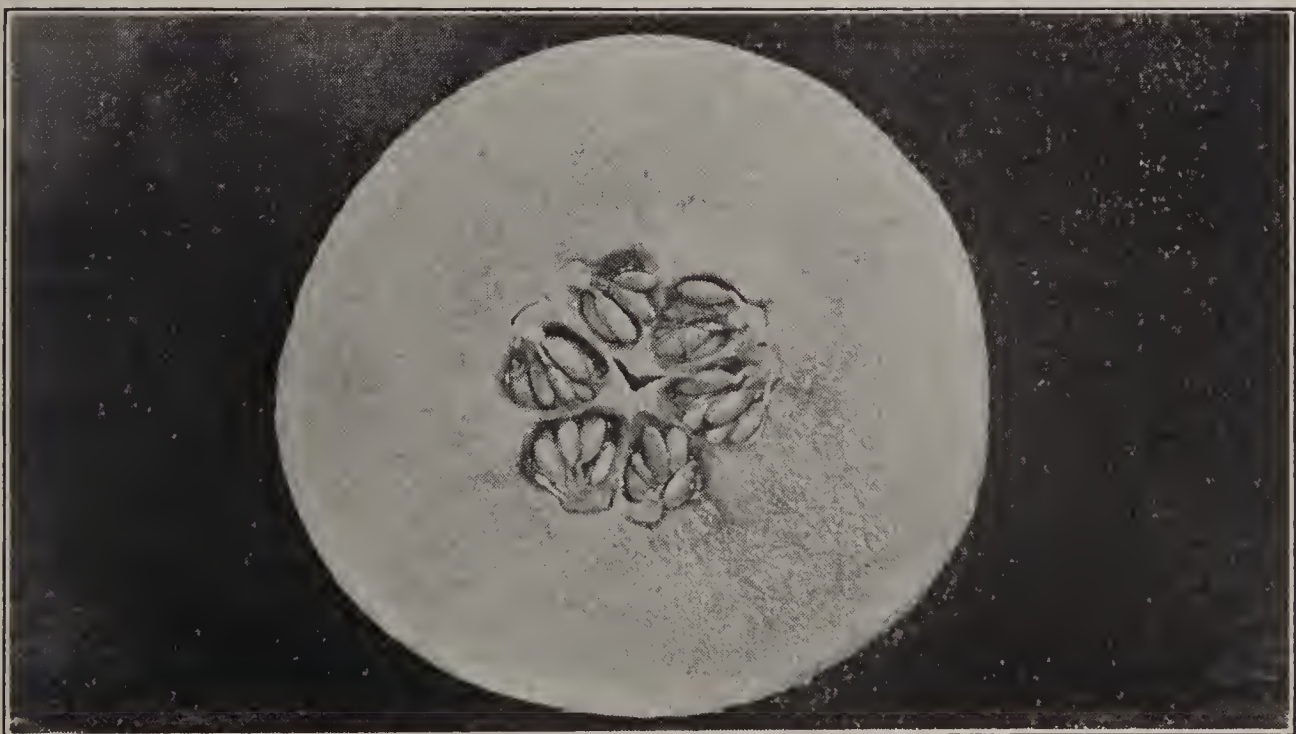
You cannot afford to plant cheap seed because it will produce a poor crop, resulting in a loss instead of a profit. A pound to a pound and a half of cantaloupe seed will plant an acre. You can buy good cantaloupe seed for \$1.25 per pound. Other seed may be offered at 25c or 50c below this price. However, if you spend that extra 25c per acre on good seed, the harvest will return you interest a thousand fold on your investment. Good seed is never expensive.

## THE CROP YOU HARVEST

The crop you harvest will depend upon the planning and the work that you put into it. In planning your crop you must, of course, plan to buy good seed. You must also plan to buy good seed of the proper variety. A choice of the variety to plant is important, for there are as many differences in varieties of cantaloupes as there are differences in breeds of cattle. Each different variety has been developed to meet a particular need or situation. We are offering in this catalog the best of the leading commercial varieties. We have discarded the obsolete varieties in order that you will not be confused. We know that you will find listed in this catalog the variety that will meet your needs.

Care and knowledge are essentials in growing a good crop of cantaloupes. Our interest in your crop does not stop when we have sold you your cantaloupe seed. We want you to succeed with your crop because we want to sell you seed again next season. We can furnish you with good seed, so we decided that we should also furnish to those who want it, the information necessary in helping them produce good crops. To give you this information we have published a booklet entitled, "The Cantaloupe," which discusses all phases of growing and harvesting melons. You may have this cultural booklet free. Write for it.

If we can be of any assistance to you by answering your questions about cantaloupes, we will be pleased to do so. Do not hesitate to call upon us. We are at your service.



Years of careful breeding work are necessary for the production of a melon like this one



## *Our Two Newest*

# Six-Three

This year, for the first time, we are offering this new melon, known as the "Six-Three."

For thirty years we have been working toward a goal, of better melons. It is obviously true that the perfect melon will never be grown, but it is possible, by constant care and labor, to make improvements in our cantaloupes. Being specialists in cantaloupe seed production, this has been our aim.

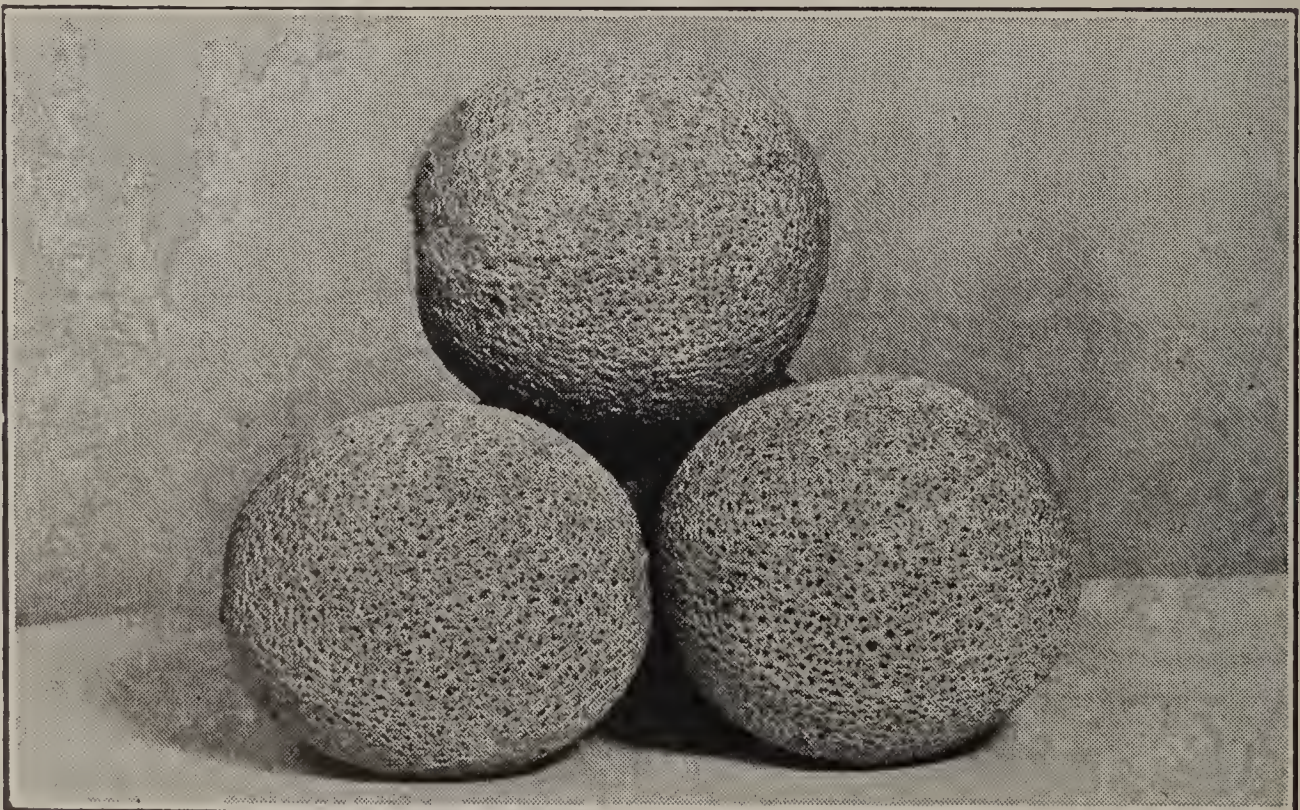
At all times throughout the past thirty years we have made it our policy never to introduce a new cantaloupe as an improvement over existing varieties until by long trial we were satisfied that the melon was a real improvement.

This policy applies to the new "6-3" introduced this year. Because of our tests of this melon we know that it is really an improved variety. While we realize that it, like all other cantaloupes, is not perfect, it nevertheless has proven worthy of our stamp of approval.

The "Six-Three" is a distinct new variety, not directly related to existing varieties of commercial melons.

The "6-3" is a dark skinned cantaloupe of standard 36 size, maturing about a week later than the Hale's Best. It is not one of the existing mildew resistant strains of melons, but is one that is partially resistant to this disease. Its strong vitality recommends it to the grower, as it produces a large crop of fine quality fruit. This melon is almost round with a distinctive close netting. The flesh is orange colored with a firm fine texture. The "6-3" is a splendid shipper and shows no tendency to break down and become "watery." Its even sizes, its prolificness, its shipping qualities and its fine flavor indicate that the "Six-Three" will be an important addition to commercial melons.

Prices postpaid: Ounce, 15c; ¼ pound, 45c; ½ pound, 80c; 1 pound, \$1.50;  
2 pounds, \$2.50; 5 pounds, \$5.75; 10 pounds, \$11.00



The Six-Three"—a new distinct variety that we are introducing for sale  
for the first time



## *Improved Introductions*

### **Old Ironsides**

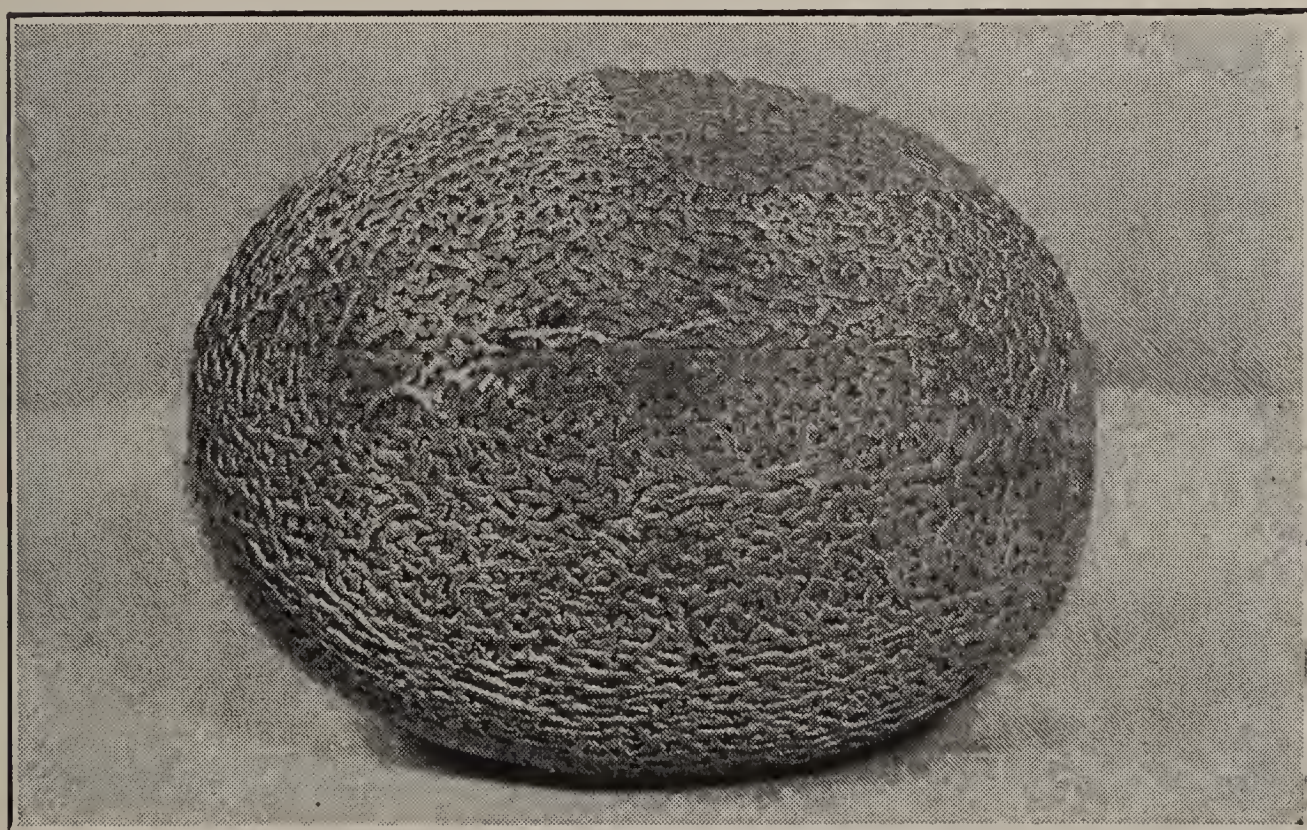
Our 1938 catalog carried a preview of two new varieties of cantaloupes. One of these was the "6-3" introduced and described on the opposite page. The second one was a white skinned melon which we had nicknamed "Old Ironsides." This nickname was so appropriate and descriptive of the melon that we have decided to retain the name.

"Old Ironsides" is a white-skinned, orange fleshed variety—somewhat like the Globe de Oro, but no relation to it. It is an oblong cantaloupe with a very heavy netting, as shown in the illustration on this page. The flesh is smooth and sweet with a fine flavor. The outstanding characteristic of this melon is its ability to retain its firmness and quality over a long period after being picked full slip.

We believe that "Old Ironsides" will prove to be one of the leading white-skinned cantaloupes. This opinion is based upon several years experimental work with the melon, during which time we have had a fine opportunity to watch its performance under varying conditions.

Being mindful of our policy of extreme care in the introduction of new varieties of cantaloupes, we do not wish to list "Old Ironsides" for sale this season. While convinced of its excellence we have not yet put the melon on commercial production scale and hence do not have sufficient seed available this season to enable us to list the new variety.

Next season we hope to harvest sufficient seed so that we can offer "Old Ironsides." Until then we thought you might be interested in knowing something about this melon and the development work we are doing.



"Old Ironsides"—all that its name implies



## *The Two Finest* **Seed Breeders**

We are offering on these two pages the two newest and finest strains of the Hales Best cantaloupes. Introduced by us in 1924 the Hales Best has become the most widely used commercial variety of cantaloupes. The Hales Best is the finest flavored of all varieties. Its popularity is based upon the fact that we, as its introducers, have never stopped our attempts to improve it. The newest and most improved strain of the Hales Best is the "Seed Breeders."

In tests conducted under normal conditions, most experiment stations have reported that the Seed Breeders is the earliest, the most uniform, and has the best quality of the Hale's Best cantaloupes. It is on these features that we are recommending it to you.

The Seed Breeders is a heavily netted melon that is a splendid shipper. The seed cavity is small and compact, filled solidly with seed. The flesh is thick, firm and deep pink in color. In sizes the Seed Breeders runs to uniform jumbo sizes, and we wish to emphasize its uniformity, for this uniformity and lack of cull melons is one of its outstanding characteristics. The Seed Breeders is slightly earlier and more prolific than other Hales Best strains. Everyone knows of the high quality of the Hales Best cantaloupes and the Seed Breeders is one of the best of these.

We have a sufficient stock of the Seed Breeders to supply all orders for it. The earliness, the uniformity, and the quality of the Seed Breeders will result in a heavy demand for this seed.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 45c;  $\frac{1}{2}$  pound, 80c; 1 pound, \$1.50;  
2 pounds, \$2.50; 5 pounds, \$5.75; 10 pounds, \$11.00.



The Seed Breeders is the newest and most improved Hales Best strain.



*Hale's Best Strains***Nine Thirty-Six**

The Nine Thirty-Six was introduced by us in 1934, and since that time has firmly established itself among the leading Hales Best varieties. This strain is now used in practically every section where cantaloupes are grown.

The Hales Best is the most widely planted variety of cantaloupes. It has achieved this popularity because of its earliness and its fine quality. In the Seed Breeders and the Nine Thirty-Six, we are offering you the two newest and most improved strains of the Hales Best variety. Our experience since the introduction of these two strains proves to us that growers in every district want the very finest strains of seed that they can buy. In the Nine Thirty-Six are all the qualities that the grower must have to produce a profitable crop.

The Nine Thirty-Six is an early melon, combining with its earliness a fine flavor and good shipping qualities. Its uniformity of jumbo sizes makes it a melon that packs with small loss from off sizes. Its prolificness insures the grower a yield that will give him the maximum in profits from his land. The Nine Thirty-Six is a pink fleshed cantaloupe, with a thick meat and a small seed cavity. As shown in the accompanying illustration the cantaloupe is well netted, with no sectors, and the vines are vigorous and hardy.

The Nine Thirty-Six is adaptable to every section of the country and you can be assured that you will make no mistake in using this strain of the Hales Best.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 45c;  $\frac{1}{2}$  pound, 80c; 1 pound, \$1.50;  
2 pounds, \$2.50; 5 pounds, \$5.75; 10 pounds, \$11.00.



The Nine Thirty-Six was introduced in 1934 and is now one of the leading commercial cantaloupes



## Mildew Resistant No. 45

The Mildew Resistant strains of cantaloupes were developed to overcome the inroads of the powdery mildew disease on the cantaloupe crops in the Imperial Valley in California. The development of these melons was undertaken in 1926, but no progress was made until 1928, when plants from varieties imported from India showed resistance to the disease. Although resistant, these varieties did not produce fruit that was commercially useful. Hence it was necessary to cross these melons with American varieties in order to get cantaloupes with good shipping and eating qualities. This cross breeding work was continued and by the further use of selection there was produced in 1934 the Mildew Resistant No. 45.

The No. 45 has become the most generally used variety planted in Southern California and Colorado. In the Imperial Valley the presence of the disease forced the use of the resistant cantaloupes. In Colorado, however, where the disease is not present, the No. 45 has become the most popular variety because the growers have recognized the inherently valuable characteristics of this cantaloupe.

We are offering seed of the three most important strains of the mildew resistant variety.



The Mildew Resistant No. 45 is certain to become one of the finest commercial cantaloupes

The Mildew Resistant No. 45 is the most important and the most generally used of the mildew resistant cantaloupes. Without doubt this melon, more than any other factor, saved the cantaloupe industry in the Imperial Valley in California. It has not only saved the industry in California, but it also promises to produce significant changes in the industry in all parts of the country. The No. 45 was developed by Dr. I. C. Jagger, of the United States Department of Agriculture.

It is 100% resistant to the powdery mildew. This is the factor that will most interest those growers in mildew infested areas.

It is a melon that can be picked vine-ripened and shipped long distances to arrive in perfect shape. This factor will interest growers everywhere.

The Mildew Resistant No. 45 is somewhat similar to the Hale's Best, but is about a week later in maturing. The melons are slightly oblong, well netted and solid. The fruits are now somewhat smaller and more uniform than those No. 45's first introduced. The flesh is salmon colored, firm textured and sweet. The flesh of the No. 45 is firmer than the flesh of any other commercial cantaloupe. The cavity is compact and well filled with seed. All these factors make it a splendid commercial cantaloupe. The fact that it can be picked vine ripened enhances its eating qualities and makes it a splendid melon for market garden purposes.

If you have never grown the No. 45, try it this season.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 45c;  $\frac{1}{2}$  pound, 80c; 1 pound, \$1.50; 2 pounds, \$2.50; 5 pounds, \$5.75; 10 pounds, \$11.00.



## Mildew Resistant No. 1

The Mildew Resistant No. 1 cantaloupe is one of several strains that have been developed to check the inroads of this disease on the cantaloupe crops. The No. 1 strain is 100% resistant to the powdery mildew and is used in California for the brush covered plantings.

Like other mildew resistant strains the No. 1 is a salmon fleshed, well netted, oblong cantaloupe. The flesh is thick and sweet, the cavity small and compact. The vines are vigorous and produce a large crop.

The No. 1 strain is distinguished from the No. 45 by two principal characteristics: it is slightly earlier, and it produces larger melons. The No. 1 is a large cantaloupe, running in sizes from jumbo thirty-sixes to twenty-sevens. It is about a week later than the Hale's Best in maturing.

We believe that for the market gardener who wishes to grow a melon somewhat larger than most of the commercial cantaloupes, that the No. 1 will meet his needs. It has quality to go with its size and will appeal to your customers.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



The mildew resistant strains are now the leading cantaloupes in California and Colorado

## Mildew Resistant No. 8

The Mildew Resistant No. 8 is a melon that is attractive to growers in uninfested areas because of its hardiness, its prolificness, and its size.

The Mildew Resistant No. 8 is a salmon fleshed cantaloupe, well netted, thick fleshed, with a small cavity. The melons have a fine external appearance, and in size will average larger than the Hale's Best. The No. 8 is about a week later in maturing than the Hale's Best.

The No. 8 is not entirely resistant to the powdery mildew disease, but this feature will not affect its popularity in districts which are not infested with mildew.

The quality of the No. 8 is very good. It will stand considerable handling without breaking down. It will not run to a single uniform size. These features will recommend it to the market gardener.

If you are looking for a cantaloupe that is hardy and will produce a heavy crop of large melons then you can rely on the No. 8.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



# Globo de Oro

★ *White*

The Globo de Oro continues to be the leading white-skinned, orange-fleshed variety of cantaloupes. It continues to command a premium price upon the markets. Hence, we feel a justifiable pride in having developed and introduced the Globo de Oro.

This cantaloupe aristocrat was introduced to the growers in 1935 and only a limited amount of the Globo seed has been placed on the market each year since its introduction. This limitation on the sale of Globo seed was necessary to prevent a flooding of the markets with the new variety which would result in a slump in the prices received for the melons.

Careful attention and some experience are necessary to the successful growing and harvesting of the Globo de Oro. The grower must be conscientious in his work of harvesting to prevent putting melons on the market which will not meet the standards.

It is the quality of the Globo de Oro that is its outstanding feature. Its flavor is unexcelled and it is a splendid shipper. The Globo is a nearly round melon, covered with a slight netting, and is golden in appearance when fully ripe. The cavity



Globo de Oro—the leader among the white-skinned melons

of the melon is very small, and the thick flesh is orange colored and edible to the rind. The vines are hardy, vigorous, and yield heavily over a long period. In size the Globo runs to the jumbo thirty-six, with a few of the twenty-seven pack. It is a medium late melon, midway between the Hale's Best and the Honey Dew.

We can recommend the Globo as the finest of the white skinned cantaloupes.

Prices postpaid: Ounce, 15c; ¼ pound, 45c; ½ pound, 80c; 1 pound, 1.50;  
2 pounds, \$2.50; 5 pounds, \$5.75; 10 pounds, \$11.00.

★The nomenclature of cantaloupes has been undergoing a considerable change during the past few years. The use of the word "cantaloupe" has grown; and has been accepted to designate the commercial melons developed in the past quarter of a century as distinguished from the older muskmelon types that were generally unsuited for shipment. In the past few years white skinned melons have been developed to the point of importance in the cantaloupe trade. The term "white melons" is now rather generally used to distinguish these cantaloupes. Although the distinction has not yet been generally made, the term "white melons" is most applied to the white skinned melons of the cantaloupe type. The other white skinned melons are generally referred to as "winter melons."

We are listing on this page three important "white melons." These cantaloupes take no longer growing season than other cantaloupes. Experience, however, has shown that these melons do best in semi-arid regions, for they have a tendency to crack when there is too much rainfall. Intensive selective work has been done to eliminate this feature with considerable success. The Globo, in particular, now has a thick rind and will not crack as badly as other "white melons."

If you have not grown "white melons," we believe that you are in for a pleasant treat if you plant them this season. We suggest that you plant a trial patch.



*Melons***White Knight**

The White Knight is an early white-skinned orange-fleshed cantaloupe. In this respect it is unique among white-skinned melons, for all others are of the medium to late varieties. The White Knight matures in about the same length of time as the Hale's Best cantaloupes.

The White Knight is oblong in shape, white skinned with a slight netting. Its color changes to golden as it ripens. The flesh is orange colored and of fine flavor. The cavity is small and well filled, resulting in a solid melon that will hold up under the handling necessary to put it on the market. The White Knight produces a heavy crop of uniform melons of the standard thirty-six size. We can recommend the White Knight for either commercial or local market purposes.

The earliness of this melon should result in its use where white skinned melons are grown, in order that it may enable the grower to lengthen his season and sales. We suggest that you give the White Knight a trial.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.**



For the roadside stand, the Mammoth Golden Globe will meet all the requirements for a large white-skinned melon

**Mammoth Golden Globe**

In the Mammoth Golden Globe we are offering a melon to meet the needs of the roadside stands for a white skinned cantaloupe of large size.

The Mammoth Golden Globe is one of the finest flavored melons on the market which is a prime requisite for any melon. This feature results in ready and repeated sales on the roadside stands.

The Mammoth Golden Globe is a round to slightly oblong melon, averaging about seven inches in diameter to eight inches in length, being about the same size as the Honey Dew melons. It is white skinned and slightly netted and like other white melons deepens to a golden color as it ripens. The flesh is orange colored and is very thick, with a small cavity for so large a melon. The Mammoth Golden Globe improves in its ripening when taken from the vine at a full slip.

Since there is a definite place on the market for a large white skinned melon, we urge you to try the Mammoth Golden Globe. No other melon can present the size and quality comparable to it.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.**



## No. 36 Hale's Best

The No. 36 Hale's Best has, since its introduction in 1931, become a standard of comparison because of the fact that it is known wherever cantaloupes are grown.

The No. 36 has become widely used; due to its earliness which recommends it to the grower; and its quality which recommends it to the buyer. The size is an even jumbo, well netted. The melons are heavy and solid with a small seed cavity.

The No. 36 has now become the standard and will be used unless a definite strain of Hale's Best is specified. Because of its undeniable excellence some growers still prefer to plant the old reliable No. 36.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

## No. 112 Hale's Best

The No. 112 was one of our first improved strains of the Hale's Best and is still preferred over some of the newer strains in certain sections. This cantaloupe will produce a heavy crop of well netted melons in sizes slightly larger than the No. 36. The 112 has a thick, golden, sweet flavored flesh.

Like all other strains of the Hale's Best the No. 112 is early, hardy and prolific. This is an old standard strain of proven worth.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



This is a shipment of Hale's Best melons sent to us from California in 1924. From these melons have come all the Hale's Best strains now on the market



## Early May

The Early May is a Hale's Best with particular emphasis placed upon the features that recommend it to the market gardener. The Early May is an early maturing melon, and its deep, golden fleshed meat makes it an attractive melon for the local market and the roadside stand. It is round and well netted and runs to even standard and thirty-six jumbo sizes.

The Early May is a decided success on the roadside stands of the middle west.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

## Hearts of Gold

The Hearts of Gold is one of the standard varieties for the market gardener and is well known in every cantaloupe district. The accompanying photograph shows the striking appearance of the Hearts of Gold. This striking external appearance and the fine contrast of colors when the melon is cut makes it attractive to the buyer.

The strain of Hearts of Gold we are offering is well netted except for narrow stripes between the sectors. It is a pink-meated strain with flesh of fine texture and sweet spicy flavor. These melons will usually pack twelve to the flat crate. The Hearts of Gold is slightly oblong, firm and solid and will stand shipment for short distances.

We believe that you will find the results from our Hearts of Gold seed to be very satisfactory.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 60c; 1 pound, \$1.00;  
2 pounds, \$1.90; 5 pounds, \$4.50; 10 pounds, \$8.00.



The improved Hearts of Gold is a valuable melon for the market gardener



# Three of Our Introduction

*White*

The three "white melons" presented on this page are all of our own introduction and each was developed to meet a particular need. We urge you to study these descriptions, selecting the melon that meets your own needs, and try it this season.

White melons do not have the popularity of the dark skinned cantaloupes. This is because they are of comparatively recent development and have not had time to attain the same place in public favor as the dark skinned melons. We do not anticipate that the white melons will ever supercede the Hale's Best or the Mildew Resistant No. 45 as the leading commercial melons. But we do believe that as the exceptionally fine qualities of the Mel-O-Gold and similar cantaloupes are recognized that they will take an important place in the melon trade.

The Mel-O-Gold has already established for itself a special niche in selected markets. This popularity will extend as growers continue to display it in other markets through the country.

We suggest that these white melons be used to supplement your crop of the recognized dark skinned varieties.



The white melons have become increasingly popular during the past few years

## Mel-O-Gold

The Mel-O-Gold name was derived from contracting the words, "melon of gold." These three words "melon of gold" aptly describe this cantaloupe. Its golden appearance has attracted the attention of the trade and has resulted in its ready sale.

The Mel-O-Gold is a white-skinned, pink-fleshed variety that has fine flavor and good shipping qualities. Picked vine ripened in California the cantaloupes reach the eastern markets in good condition.

In sizes the Mel-O-Gold will run to even jumbo thirty-sixes. The fruit is slightly and evenly netted and assumes a golden tint after ripening. The flesh is thick and unusually smooth in texture. The seed cavity is small and compact.

This melon was first introduced in 1938, and wherever white melons are grown, we believe that the Mel-O-Gold will prove to be a valuable additional variety.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



*Melons***Weaver Special**

Being the introducers of the Weaver Special, we can offer you some splendid selected stock of this variety. The Weaver Special is steadily growing in popularity, and considerable improvement has been made in the melon since its introduction.

The Weaver Special is noted for its fine quality and smoothness of flesh. It is a white-skinned melon with a golden tint that gives the impression of transparency, for one can almost see the rich orange interior through the rind of the melon. It is slightly netted and though the melons run to jumbo 36 sizes, the cavity is small and compact. The Weaver Special can be vine ripened and still hold up for several days after picking, as it goes through a ripening process extending through three or four days after being picked on a full slip.

The Weaver Special has a tendency to crack in extremely wet weather, because of its solidity and high sugar content. We have, by selection, partly eliminated this tendency, and you will not find this fault as noticeable as when the melon was first introduced.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00**



**The Weaver Special was the first of the white melons. We have made many improvements in this variety since its introduction**

**Jade Beauty**

The Jade Beauty makes an unusual combination of white skin and green flesh. While from this description of it as a green-fleshed, white-skinned cantaloupe, one might think it similar to the Honey Dew and Honey Ball it has no relation to these two older varieties.

In recent years there has never been a strong demand for green-fleshed cantaloupes, but for those who prefer them, the Jade Beauty is a splendid melon. It is an average sized cantaloupe with unusually thick flesh and an exceptionally small cavity, offering a maximum of fine flavored flesh. The melons are heavy, round, and covered with a strong netting.

If you want a green-fleshed cantaloupe for yourself or your trade, the Jade Beauty will meet your needs in every particular.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.**



# Honey Ball

★ *Winter*

The Honey Ball has been called a "small edition" of the Honey Dew, and like the Honey Dew, it has a white rind and a green flesh. The Honey Ball also has excellent keeping and shipping qualities. It is a small round melon, usually measuring about five inches in diameter. The flesh is firm and very sweet.

The Honey Ball is a very prolific variety, and care should be taken in planting in order that the plants may not be too closely grouped. Close planting and the natural prolificness of the Honey Ball might result in too small a melon.

The sweetness of the Honey Ball makes it unique among cantaloupes from the consumers viewpoint. Its long keeping and excellent shipping qualities make it a valuable melon from the growers viewpoint.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



The Honey Ball is a miniature edition of the Honey Dew

★ The "winter melons" are a distinct variety of melons that is distinguished principally by their lack of strong musky odor of muskmelons and by their late maturity. The "winter melons" usually take more than one hundred days to reach maturity. This feature prevents the growing of most of them in northern latitudes, although the Honey Ball can sometimes be grown as far north as New York.

The flesh of the "winter melons" is very thick and reaches its most edible condition after it begins to become over-ripe. These melons can be held for long periods after picking, which serves to extend the melon season into the winter months. It is because of this that we use the term "winter melons."

We are offering on this page the three most widely used of the "winter melons": the Honey Ball, the Honey Dew, and the Mildew Resistant Honey Dew.

There is an interesting story behind the introduction of the Honey Dew melon into the United States. At one time it was thought that the Honey Dew was a cross from an imported melon and a casaba. It is now generally conceded that the Honey Dew was a melon introduced by accident from Northern Africa. The seed of this imported melon was saved in a hotel in New York and sent to Mr. J. E. Gauger, of Swink, Colorado, who grew and propagated this seed. In 1915 Mr. Gauger named this melon the Honey Dew. Since that time it has become the most important winter melon. We are offering an unusually high quality pure strain of this seed.



*Melons***Honey Dew**

The Honey Dew is one of the old long established white-skinned, green-fleshed melons. It is one of the so-called winter melons, and can be kept for long periods, extending into the winter months. It requires a long growing season, which, of course, prevents its being grown in some of the cantaloupe sections.

The outside color of the Honey Dew is ivory white, changing to a light cream color as it ripens. The rind is hard and smooth with no netting. The fruit is large, being about seven inches by eight inches in size. The flesh is green and has an exceptional and distinctive sweetness.

The melon makes a valuable addition to the growers' plantings, enabling him to extend greatly the length of his melon season.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

**Mildew Resistant Honey Dew**

The Mildew Resistant Honey Dew was developed primarily for planting in southern California where the infestation of mildew has become a problem for the growers. We can, however, recommend this type Honey Dew for other districts where a particularly hardy type of melon is wanted.

The Mildew Resistant Honey Dew is only slightly smaller than the regular Honey Dew and is more nearly round. The melons are unnetted, and ivory white in color, changing to golden when ripe. The mildew resistant type retains the distinctive Honey Dew flavor and quality. The flesh is green in color, sweet and thick. The vines are vigorous and hardy. We can recommend this melon.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.50; 5 pounds, \$5.15; 10 pounds, \$10.00.



This is a view of our drying yards showing the seeds in the trays after washing



## Superfecto

The Superfecto is one of the best of the late-crop shipping melons, reaching maturity later in the season than many of the other shipping melons.

The Superfecto is a round, well-netted cantaloupe, with no ridges, giving it an attractive market appearance. Its orange flesh is deep and fine grained with a good flavor. The seed cavity is smaller, which in part accounts for its good shipping qualities. The Superfecto runs to the twelve jumbo flat pack in size, and the melons are quite uniform.

For the grower who wishes to extend his shipping season, we can recommend the Superfecto as one that will meet all his needs. The market gardener will also find the Superfecto a fine melon for his purpose.

You will notice that we are giving you a very attractive price on this variety.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 60c; 1 pound, \$1.00;  
2 pounds, \$1.90; 5 pounds, \$4.50; 10 pounds, \$8.00.

## White Seeded Pink Pearl

The Pink Pearl is a melon with an unusually coarse and heavy netting. In external appearance it is a pearl gray and the flesh is a deep pink in color. The strain we are offering is distinguished by its pure white seed.

The White-seeded Pink Pearl is a medium late maturing melon that runs to jumbo 36 sizes. It has excellent shipping qualities. Its pearl gray external and its deep pink flesh, which is surrounded by a distinctive dark green rind, has brought it a ready sale on particular markets.

This cantaloupe has had considerable success on eastern markets, and we can offer you select seed that will give you satisfactory results.

Price postpaid: Ounce, 15c;  $\frac{1}{4}$  pound, 40c;  $\frac{1}{2}$  pound, 70c; 1 pound, \$1.25;  
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.



The white-seeded Pink Pearl



## 101 Special

The 101 Special was first introduced in 1927 as an improvement in the famous Ten Twenty-Five. The 101 Special is still preferred in some cantaloupe sections over the later introductions. The 101 Special is a very uniform melon of standard pack sizes. The fruit is round and heavily netted with no sectors. The flesh is sweet, firm and a deep pink in color. The 101 Special is a splendid melon for main crop planting.

Prices postpaid: Ounce, 10c;  $\frac{1}{4}$  pound, 25c;  $\frac{1}{2}$  pound, 45c; 1 pound, 75c;  
2 pounds, \$1.40; 5 pounds, \$3.25; 10 pounds, \$6.00.

## 10-25

The Ten Twenty-Five has become famous among cantaloupe varieties for its uniformity and ability to produce a large crop of melons over a long period. It is a salmon fleshed cantaloupe of good quality. The fruit is well-netted and its shipping qualities are very good. While the 10-25 is not an early melon, it has all the other features demanded for a good commercial cantaloupe. We can offer this seed at an exceptionally reasonable price.

Prices postpaid: Ounce, 10c;  $\frac{1}{4}$  pound, 25c;  $\frac{1}{2}$  pound, 40c; 1 pound, 70c;  
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.

## Early Watters

The early fame of Rocky Ford as the cantaloupe capital was builded upon the green-fleshed varieties, such as the Netted Gem. The Early Watters is a selection from the Netted Gem. It is a green-fleshed cantaloup, with the fine flavor that helped build the reputation of Rocky Ford's fine cantaloupes. The flesh is thick and firm, and the vines are rust resistant, vigorous and extremely prolific. It is a week earlier than main crop varieties.

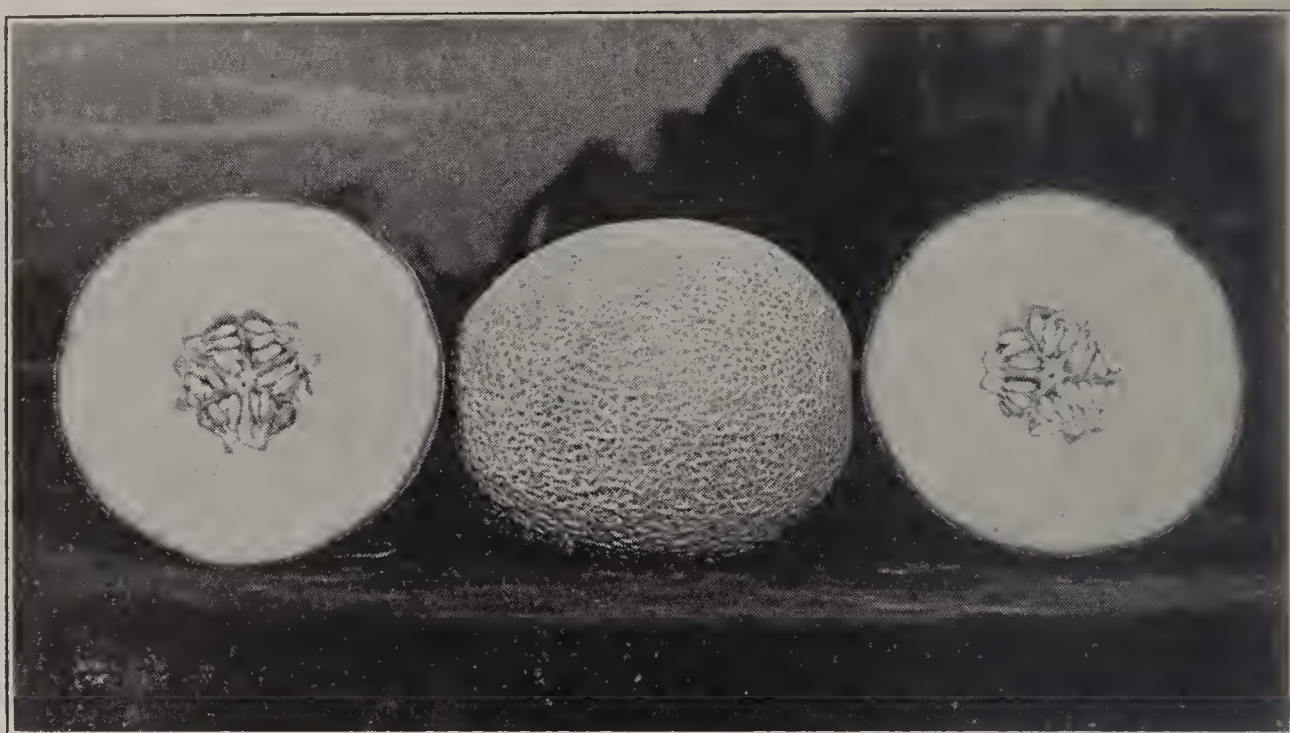
Prices postpaid: Ounce, 10c;  $\frac{1}{4}$  pound, 25c;  $\frac{1}{2}$  pound, 40c; 1 pound, 70c;  
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.

## Burrell Gem

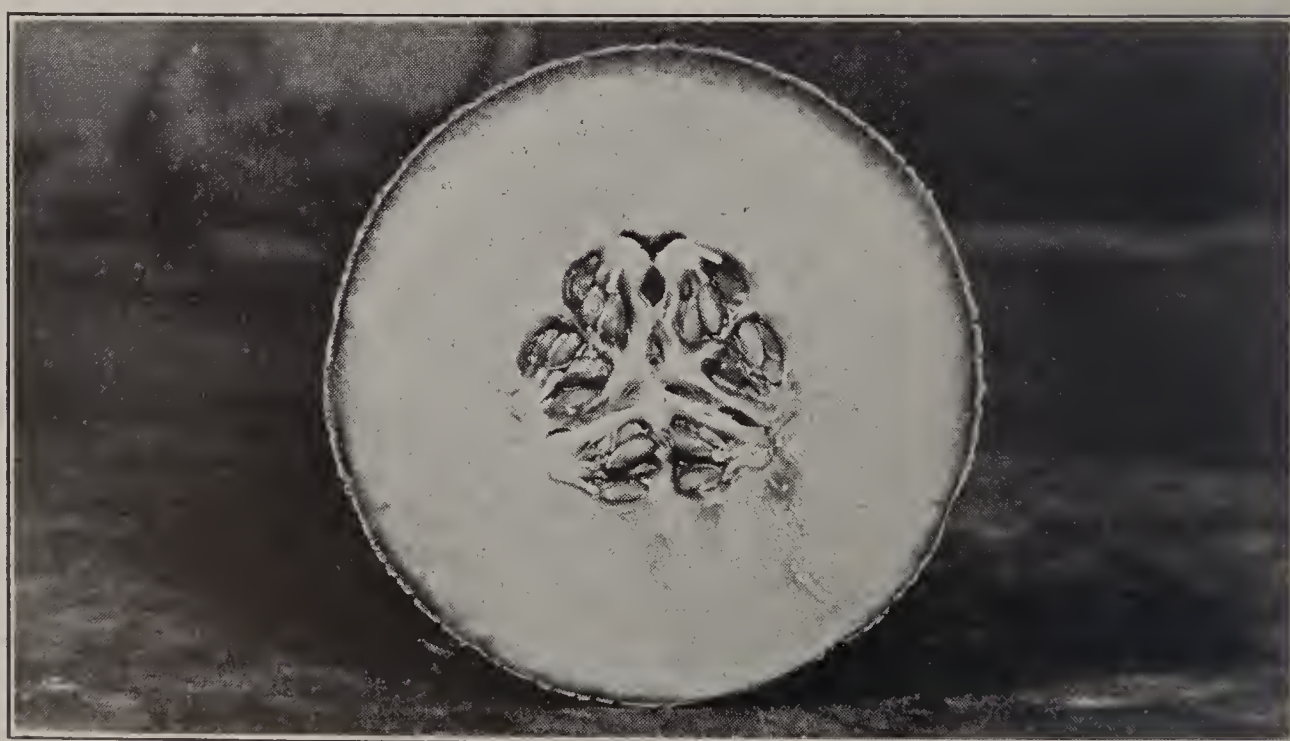
The Burrell Gem is a melon distinguished by its pink colored flesh surrounded by a dark green rind. This characteristic has resulted in its being generally called "Pink Meat." The melons are oval in shape and covered with a thin netting over all the melon except the furrows dividing the sectors. The flesh is smooth and solid with a good flavor. The Burrell Gem is an excellent shipper.

Prices postpaid: Ounce, 10c;  $\frac{1}{4}$  pound, 25c;  $\frac{1}{2}$  pound, 40c; 1 pound, 70c;  
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.





This picture shows two melons of the new "6-3" variety of cantaloupes. We wish to call your particular attention to the thick flesh and small seed cavity of this melon. Represented in this picture are all the desirable characteristics that you want in a cantaloupe. The "6-3" is no untried variety, for we have grown it for a sufficient number of years to know that it is one of the finest melons we have ever introduced.



Note in this picture the solidity of this melon, the contrast of colors, the size and shape. We have represented to you by word and photograph, the true nature that we can give of the cantaloupes we are offering. Our reputation for dependability is your assurance that our seed will reproduce exactly as we have pictured it.



## Garden Seeds

On the following pages we are offering to you a selected list of standard varieties of a few different kinds of vegetables. This list of vegetables is not large because we make it our rule not to sell seed that we do not grow and harvest ourselves. It is impossible for us to grow all the kinds of known vegetables, so we have listed only those that we could best handle with the necessary care and attention.

Although we are specialists in the production of cantaloupe seed, we are forced to grow a certain amount of other vegetables in our regular rotation of crops on our farms. By taking advantage of this necessary rotation, we believe that we can offer you quality seed in other vegetables in addition to cantaloupes. Remember that all the seed offered has been grown and harvested by ourselves. We can assure you that these garden seeds are as good as it is possible to grow.

The seed that we offer has been produced with the idea in mind of giving you seed that will make your garden a more enjoyable and profitable one. You will want seed that will produce good appearing, high quality fruit in abundance. You want seed that will give you results of which you can be proud. You want seed that will yield fruit that will be enjoyed when placed on your table.

We have kept all these ideas in mind when growing and harvesting our seed. We have seen to it that our seed is of the kind and quality that our customers should have. The growing of our garden seeds has not been a routine matter of farm labor but has been a careful consideration of your wants.

We hope that you will find listed on the following pages a few vegetables that you will want to grow in your garden next season. We will give your order our careful and immediate attention, assuring you that you will receive some of our finest quality seeds.



This photograph was taken in one of our fields this season. These onions were produced from our own Rocky Ford grown seed



# Cucumbers



Taxpayer—The new dark green tipped Early Fortune.

## A. & C.

This is a dark green slicing cucumber that has become popular with shippers. The A. & C. is a splendid cucumber in all particulars and can be especially recommended because of its very dark green color which makes an attractive appearance on the market. Its eating qualities are excellent being free from any bitterness, and the flesh is crisp and white. The fruit is straight and averages from 10 to 12 inches in length. We can recommend the A. & C.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  lb., 35c;  $\frac{1}{2}$  lb., 65c; 1 lb., \$1.20; 2 lbs., \$2.10; 5 lbs., \$5.25; 10 lbs., \$10.00.

## Early Fortune

This is one of the most extensively used cucumbers in all the shipping sections. Its popularity is a result of its earliness, its uniformity, its high quality and deep green color. This is a white spine cucumber averaging 8 to 9 inches in length and about  $2\frac{1}{2}$  inches in diameter. You will make no mistake in growing the Early Fortune.

Prices postpaid: Ounce, 8c;  $\frac{1}{4}$  lb., 25c;  $\frac{1}{2}$  lb., 40c; 1 lb., 75c; 2 lbs., \$1.40; 4 lbs., \$2.60.

## Taxpayer

The Taxpayer can be described as an improved Early Fortune, since it has many of the characteristics that made the Early Fortune one of the leading cucumbers for many years. It is early in maturing, is an excellent shipper, and is mild in flavor. The Taxpayer is an improvement over the Early Fortune in its coloring, which is an attractive dark green, carried around the tip of the fruit. It does not have the light striping that characterized the Early Fortune. The fruit is uniformly 8 to 9 inches in length. We suggest that you try the Taxpayer.

Prices postpaid: Ounce, 15c;  $\frac{1}{4}$  lb., 35c;  $\frac{1}{2}$  lb., 65c; 1 lb., \$1.20; 2 lbs., \$2.10; 5 lbs., \$5.25; 10 lbs., \$10.00.

## Ryan Pickling

This pickling cucumber is our own selection from the Chicago Pickling. It is a very prolific variety, producing fruit of a uniform size and good color. This pickling cucumber is an early strain that will please the home gardener and the commercial grower.

Prices postpaid: Ounce, 8c;  $\frac{1}{4}$  lb., 25c;  $\frac{1}{2}$  lb., 40c; 1 lb., 75c; 2 lbs., \$1.40; 5 lbs., \$2.60.



## Davis Perfect

This is one of the leading commercial varieties and is an ideal cucumber for long shipments. For the market gardener and the home gardener it is one of the standard varieties. The fruits average 9 to 11 inches in length, 2½ to 3 inches in diameter. Its fruits are a dark green color and the flesh is solid and of fine quality. The vines are vigorous and prolific.

Prices postpaid: Ounce, 8c; ¼ lb., 25c; ½ lb., 40c; 1 lb., 75c; 2 lbs., \$1.40; 5 lbs., \$2.60.

## Earliest of All

This is an exceptionally early variety, yielding fine quality fruits in profusion. The cucumbers are quite uniform, very large, and of a dark green color. The Earliest of All is especially fine for the home garden and local markets where early cucumbers are desired.

Prices postpaid: Ounce, 8c; ¼ lb., 25c; ½ lb., 40c; 1 lb., 75c; 2 lbs., \$1.40; 5 lbs., \$2.60.

## Klondike

This is an excellent strain of the white spine. The Klondike has great merit in quality, prolificness and firmness of flesh. The fruit, when mature, averages about 8 inches in length and about 2½ inches in diameter. The cucumber is of a medium dark green color and is used for both slicing and pickling.

Prices postpaid: Ounce, 8c; ¼ lb., 25c; ½ lb., 40c; 1 lb., 75c; 2 lbs., \$1.40; 5 lbs., \$2.60.

## Improved White Spine

This is a standard variety. A uniform and shapely cucumber, not only for early, but also for general crop purposes. Vigorous grower and great bearer. Very fine for slicing and splendid for home garden and market. The fruits are 9 to 10 inches long, thick fleshed with small seed space.

Prices postpaid: Ounce, 8c; ¼ lb., 25c; ½ lb., 40c; 1 lb., 75c; 2 lbs., \$1.40; 5 lbs., \$2.60.



Tractors are now used in all our field work in growing cantaloupe and garden seed.



# Tomatoes

Every well planned garden includes tomatoes. We offer you six particularly fine varieties on these two pages. The seed of all these varieties have been grown and harvested by ourselves on our own farms.

We are listing some standard varieties and some that are less well known. All of these tomatoes, however, are of fine quality and at least one of them will meet your particular needs. Read the descriptions carefully and select the variety that will best suit your own conditions. We will fill your order with seed that is as good as careful work and attention can make it.



The Marketeer Tomato.

## Marketeer

The Marketeer tomato is one of the finest main crop tomatoes offered to the gardeners of America. It is deep red in color, and has thick meat with solid mid-walls. The seed cavities are exceedingly small with few seeds. The fruits are large and smooth and make excellent shippers. The Marketeer is an ideal tomato for the market gardener.

Prices postpaid: Packet, 10c;  $\frac{1}{2}$  oz., 20c; 1 oz., 35c;  $\frac{1}{4}$  lb., \$1.00;  $\frac{1}{2}$  lb., \$1.90.

## Break-O-Day

This is a wilt-resistant variety developed by Dr. Pritchard from the Marglobe and Marvana. It resembles the Marglobe in shape and size, being large and almost round. The fruits are solid, meaty and scarlet in color. The vines are open and spreading with medium foliage. The Break-O-Day is an early tomato that is becoming very popular with home gardeners.

Prices postpaid: Packet, 10c;  $\frac{1}{2}$  oz., 20c; 1 oz., 35c;  $\frac{1}{4}$  lb., \$1.00;  $\frac{1}{2}$  lb., \$1.90.



## West's Early

An early tomato of excellent qualities. Its ripening time is three or four days ahead of the Chalk's Early Jewel. Fruits are a bright red, round and with deep firm flesh. It is a very prolific tomato with strong vigorous plants. A fine tomato for the market gardener.

Prices postpaid: Packet, 10c;  $\frac{1}{2}$  oz., 20c; 1 oz., 35c;  $\frac{1}{4}$  lb., \$1.00;  $\frac{1}{2}$  lb., \$1.90.

## Chalk's Early Jewel

A large, smooth and nearly round tomato. The fruits are a bright red, deep, solid, and very meaty. This variety is one of the best for the home garden and is used very extensively for canning. The Early Jewel has long held a reputation for quality.

Prices postpaid: Packet, 10c;  $\frac{1}{2}$  oz., 20c; 1 oz., 35c;  $\frac{1}{4}$  lb., \$1.00;  $\frac{1}{2}$  lb., \$1.90.

## Indiana-Baltimore

This is an improved strain of the Greater Baltimore. The Indiana-Baltimore is a mid-season tomato, heavy, firm, and thick-meated. The fruits are deep red, free from cracks and ridges. This variety is one of the heaviest producers we offer.

Prices postpaid: Packet, 10c;  $\frac{1}{2}$  oz., 20c; 1 oz., 35c;  $\frac{1}{4}$  lb., \$1.00;  $\frac{1}{2}$  lb., \$1.90.

## Matchless

A large main crop tomato, and as its name indicates, it is matchless in size, color, and productiveness. It is a worthy competitor of the unexcelled Marketeer. The Matchless is a strong, vigorous grower with sturdy vines, producing an abundant crop of large handsome, rich scarlet-red, perfectly smooth tomatoes. Its fruits are solid and heavy and have long keeping qualities.

Prices postpaid: Packet, 10c;  $\frac{1}{2}$  oz., 20c; 1 oz., 35c;  $\frac{1}{4}$  lb., \$1.00;  $\frac{1}{2}$  lb., \$1.90.



The high arid climate at Rocky Ford is credited with producing better quality seed. Care in selection, however, is equally important in producing good seed. We give our seed that care.



# Beans

We are offering to you on this page three standard varieties of garden beans. Each of these is well known to gardeners in every section of the country. Each of these beans has been grown for a number of years and has proven itself to be one worthy of consideration for planting in any garden.

On page 31 we are offering for the second year a new bean—the Hopi Indian bean. Read the description of this bean carefully for we believe that it is one of great value and interest. The Hopi Indian bean has been grown at Rocky Ford for several years and we know it to be all we claim for it.

## Full Measure

This comparatively new variety is rapidly being recognized as one of the very best stringless green pod beans of the main crop sort. As indicated by its name, it is very productive, yielding a fine stringless, green pod bean about six inches long, straight, very fleshy, pencil podded and creased backed. The plant is well branched and very productive, yielding the heavy pods throughout a long season. We recommend this variety for your garden.

Prices postpaid: ½ lb., 12c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.

## Burpee's Stringless Green Pod

This is one of the finest round pod varieties, both for table use and for shipping. The pods are about six inches long, slightly curved and very thick, even when young. The pods are meaty and juicy with no sign of strings; they are brittle and of fine flavor. The plants are medium large and retain the bush form. The seeds are medium in size and dark brown in color.

Prices postpaid: ½ lb., 12c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.

## Henderson Bush Lima

This variety is one of the earliest of the Lima beans in maturing. The plants grow 18 to 24 inches tall, are of sturdy, erect growth and heavily loaded with pods. The beans when ripe are a beautiful ivory color, and when picked as green-shelled beans are of delicious flavor. The Henderson Bush Lima is a reliable crop that is very productive and free from mildew. It thrives in ordinary soil and has proven to be an excellent variety for home gardeners.

Prices postpaid: ½ lb., 12c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.



A view of one of our commercial onion fields. These onions are put in storage houses and sold during the winter months.



# Sweet Corn

## Golden Bantam

This well-known variety is the leading early sort, where the yellow sweet corn is in demand. The Golden Bantam is extra early and very hardy. The plants are from 5 to 6 feet tall, with ears 5 to 6 inches long. When the corn is ready for the table the kernels are a bright golden yellow and are deliciously sweet, tender and juicy. For the early home garden it cannot be excelled.

Prices postpaid:  $\frac{1}{2}$  lb., 10c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.

## Country Gentleman

This is one of the most delicious varieties of sweet corn available, and one of the richest flavored of all the late varieties. The plants are vigorous growers, with ears 7 to 8 inches long. The kernels are deep and slender, and set without regular row formation. Once you use the Country Gentleman, no other variety is quite good enough.

Prices postpaid:  $\frac{1}{2}$  lb., 10c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.

## White Evergreen

An improved variety of the main crop sort that is exceedingly productive and especially adapted for the market and home gardener. It is preferred for drying and canning over all other main crop sorts on account of the large ears of pearly-white grains of rich and luscious flavor. It is a heavy yielder and retains its soft juicy stage longer than most other varieties. Every home garden should have this corn.

Prices postpaid:  $\frac{1}{2}$  lb., 10c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.

## Stowell's Evergreen

This is a late variety that is very popular with market gardeners. The plants are tall, producing large ears 8 to 9 inches long, set with 16 to 18 rows. The kernels are sweet, tender, and white.

Prices postpaid:  $\frac{1}{2}$  lb., 10c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.



A wide range of crops are grown in the Rocky Ford district. Our garden seeds compare favorably with those grown in any other part of the country.



# Peas



Little Marvel Peas.

## Little Marvel

This variety has been well named, for it is truly marvelous in every respect. The Little Marvel is generally agreed to be the best of its class. It is one of the earliest of varieties; it grows 12 to 18 inches tall and bears heavily. The pods are dark green, averaging three inches in length, and contain seven or eight large peas of delicious flavor. A big point in its favor is that it remains in prime picking condition a week longer than other varieties. Its earliness and excellent eating qualities make for its popularity everywhere.

Prices postpaid:  $\frac{1}{2}$  lb., 15c; 1 lb., 25c; 2 lbs., 45c; 5 lbs., \$1.00; 10 lbs. or more, 18c per lb.

## Alderman

This variety belongs to the popular telephone type of pea. It is a main crop variety, growing about four feet high and bearing freely large pods of peas of a dark green color. The pods are straight, very broad, and pointed at the tip. They measure about  $4\frac{1}{2}$  inches in length and are well-filled with nine large, sweet, tender peas. The Alderman is exceedingly vigorous and prolific.

Prices postpaid:  $\frac{1}{2}$  lb., 15c; 1 lb., 25c; 2 lbs., 45c; 5 lbs., \$1.00; 10 lbs. or more, 18c per lb.

## Senator

This main crop variety does not grow as large as the Alderman, being about  $2\frac{1}{2}$  to 3 feet tall, but we have found it an exceedingly fine variety. The plants are vigorous and invariably bear a good crop of large attractive pods, about 4 inches in length and well filled. You must try this very productive variety in order to appreciate its choicest quality.

Prices postpaid:  $\frac{1}{2}$  lb., 15c; 1 lb., 25c; 2 lbs., 45c; 5 lbs., \$1.00; 10 lbs. or more, 18c per lb.



# Onions

## Riverside Sweet Spanish

The Rocky Ford area has become one of the important onion producing sections of the United States. Many carloads of onions are shipped to the markets in the fall of the year, but many more carloads are stored for sale during the winter. The illustration on page 29 shows the onions pulled, topped and crated, ready for movement to the storage houses.

Because of the importance of onions to this section, great care and attention is given to the varieties and seed used. The Riverside Sweet Spanish onion has proven to be the best. We are offering seed of this splendid variety. It is unusually mild but still retains the genuine onion flavor. It is nearly round, is of a yellowish-brown color, and possesses fine keeping qualities. The onions are large, some weighing as much as two pounds. It is a heavy producer, and we have had yields that run to more than 50,000 pounds per acre.

Prices postpaid: Ounce, 20c;  $\frac{1}{4}$  lb., 70c;  $\frac{1}{2}$  lb., \$1.25; 1 lb. \$2.25.



Sweet Spanish Onion Seed.

## Pop Corn

### Sunburst

We are offering this year but one variety of pop corn, choosing the Sunburst as being the one that will give our customers the finest results. This variety was developed by the United States Department of Agriculture. The strain is a yellow amber colored corn, of very high popping test. We have found that it will frequently increase 25 to 30 volumes in popping. It pops out snowy white and is very soft and tender. The kernels are medium in size. We suggest that you raise your own pop corn this season.

Prices postpaid:  $\frac{1}{2}$  lb., 10c; 1 lb., 20c; 2 lbs., 35c; 5 lbs., 80c; 10 lbs., \$1.50.

## Hopi Indian Bean

This is a comparatively new bean that will prove to be particularly valuable in the Great Plains area because of its vigor and hardiness. The Hopi bean is medium early, producing a bean that is midway in size between the bush lima and the older pole beans. For those who like the lima beans in the green stage for cooking there is none better than the Hopi. This bean should be planted about one-third as thickly as the regular lima beans, yet it will produce as heavy a crop of beans. We recommend your planting some of the Hopi beans.

Prices postpaid:  $\frac{1}{2}$  lb., 12c; 1 lb., 21c; 2 lbs., 37c; 5 lbs., 85c; 10 lbs. or more, 16c per lb.



# Your Order

We have not inserted order blanks, envelopes or special sales sheets because we did not wish to detract from the quality of this catalog. We ask only that you note the following suggestions in making your order.

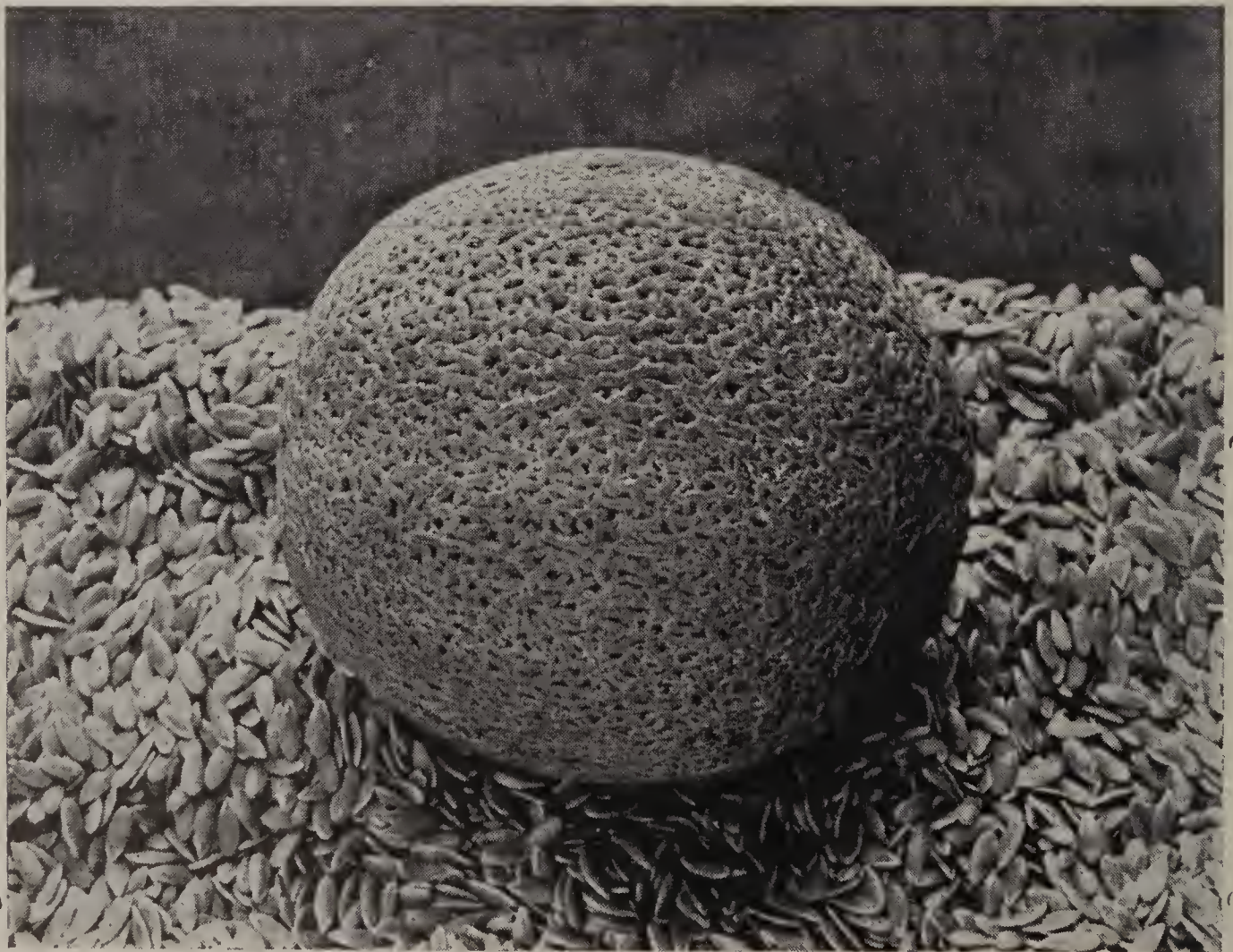
Be careful to give your full name, postoffice with street number or rural route.

Remittance may be made by stamps if one dollar or less; if more than one dollar, remit by cash, draft, or post office money order.

We will ship by express or parcel post C. O. D. where requested. Address all orders and correspondence to the Secretary.

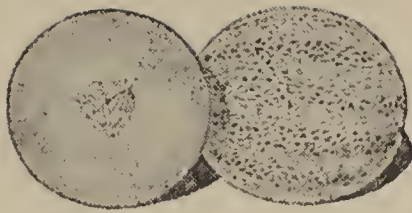
THE ROCKY FORD CANTALOUPE SEED BREEDERS  
ASSOCIATION,

JAMES B. RYAN, Secretary  
Rocky Ford, Colorado.



The foundation of good cantaloupes is always good seed. Be careful in selecting your source of seed.





## Do You Know . . .

That the cantaloupe derives its name from a place near Rome called Cantaloupo?

That muskmelons were known before the birth of Christ?

That cantaloupes have been grown in the New World ever since its discovery in 1492?

That cantaloupes were first grown at Rocky Ford in 1884 and that since that time "Rocky Ford" and "cantaloupes" have become almost synonymous names?

That we grow the netted or nutmeg melon in the United States today and do not grow the true cantaloupe?

That there is no true variety of cantaloupes named the "Rocky Ford"?

That Rocky Ford, Colorado, produces 90% of the cantaloupe seed grown in the United States?

That 29 new varieties of cantaloupes have been introduced in the last 16 years?

That the Hale's Best is the most popular commercial cantaloupe planted today?

That, before the introduction of the Hale's Best, the Pollock 10-25 was the most popular commercial cantaloupe?

That the Rocky Ford Cantaloupe Seed Breeders Association developed and introduced both the Pollock 10-25 and the Hale's Best?

That over 8,000 crosses were made by Dr. I. C. Jagger in order to develop the Mildew Resistant No. 45 cantaloupe?

That there have been about 800 differently named cantaloupes offered to the growers?

That there are over 125 varieties of cantaloupes?

That it takes about 40 melons to produce a pound of seed?

That there are approximately 20,000 cantaloupe seed to a pound?

That good cantaloupe seed is hand selected and hand cut?

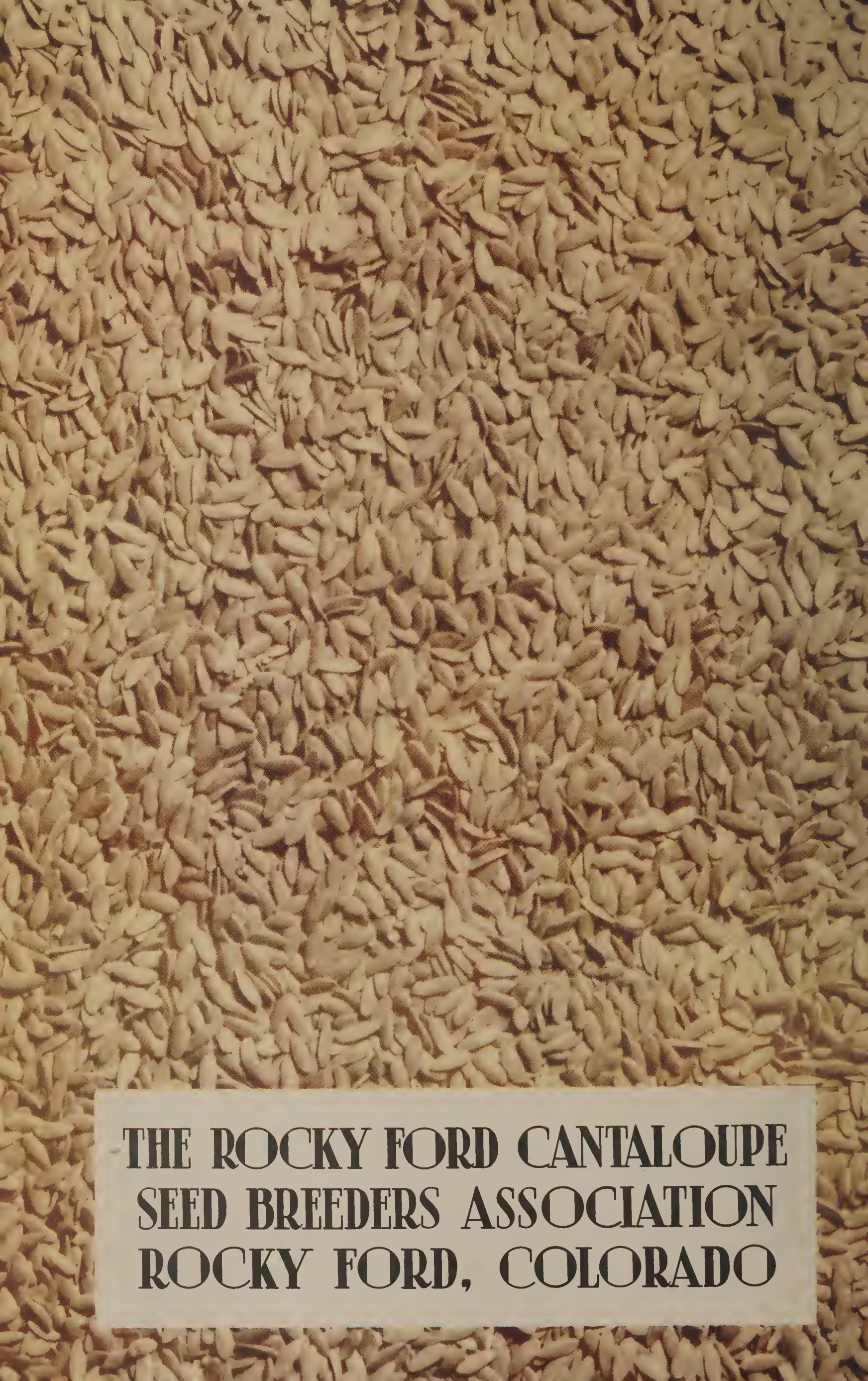
That cucumbers and cantaloupes never cross, regardless of how closely together they may be planted?

That the seed business is dependent upon the character of the men engaged in it?

That growers should buy from seed houses that specialize in the kind of seed needed?

That we publish a booklet on planting, growing and harvesting cantaloupes? This booklet is free on request.





**THE ROCKY FORD CANTALOUPE  
SEED BREEDERS ASSOCIATION  
ROCKY FORD, COLORADO**